

Rep Order# 8887347 Ver# 1 Status New  
EC'd Yes

Traffic Order# 37669

Printed: 10/19/2012 4:22 PM  
Last Received: 10/19/2012 2:59 PM  
Showing Buylines: All Lines

1 of 2

Station KLAS-TV LAS VEGAS  
Advertiser ( ) HELLER, DEAN  
Product HELLER/SENATE/REP  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/31/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FORF US SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ADDITIONAL ORDER FOR HELLER. PLEASE CONFIRM.  
THANKS  
STEFAN/MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	500A-600A		:30	\$225.00	10/31-11/02	1	1	1	\$225.00	
				Buyline Comment: NEWS								
	2	W-F	700A-900A		:30	\$200.00	10/31-11/02	3	1	3	\$600.00	
				Buyline Comment: EARLY SHOW								
	3	W-F	1230P-200P		:30	\$375.00	10/31-11/02	3	1	3	\$1,125.00	
				Buyline Comment: SOAPS								
	4	M	1230P-200P		:30	\$375.00	11/05-11/05	1	1	1	\$375.00	
				Buyline Comment: SOAPS								
	5	W-F	630P-700P		:30	\$325.00	10/31-11/02	3	1	3	\$975.00	
				Buyline Comment: INSIDER								
	6	W-F	700P-800P		:30	\$350.00	10/31-11/02	3	1	3	\$1,050.00	
				Buyline Comment: ET/INSIDE ED								

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	7	M	700P-800P		:30	\$350.00	11/05-11/05	1	1	1	\$350.00	
				Buyline Comment: ET/INSIDE ED								

---REPORT TOTALS---

Report Totals: 15 / \$4,700.00

---SALES MONTHLY TOTALS---

Nov 12: 15 / \$4,700.00  
Sales Totals: 15 / \$4,700.00  
Station Totals: 15 / \$4,700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$15,667	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+